

IN THE CLAIMS:

Please amend the following claims.

-- 12. (Amended) An apparatus for customizing a facial foundation product at point of sale to a customer, comprising:

(i) a means for measuring a customer's natural skin coloration and for generating a signal conveying information on the measured natural skin coloration;

(ii) a programmable means for receiving the signal[,] and for correlating the signal with [one of a preprogrammed set of formulas, and for selecting] an optimal formula [from the preprogrammed set]; and

(iii) a formulation machine for preparing the facial foundation product comprising:

(a) a means for receiving the optimal formula as a set of operating instructions;

(b) [a plurality of] at least four dispensers each containing a [different] differently colored cosmetic chemical composition [including at least one pigment], the cosmetic chemical compositions being colored respectively red, yellow, black and white;

(c) a means for activating dosing to a common dosing chamber of certain of the cosmetic chemical compositions and at